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Iceland Visit Kicks Off Marketing Plan

Department of Education and Culture (to July 99)
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Five Nova Scotia universities are taking their message of top-quality post-secondary education to Iceland.

As part of the first activity under Nova Scotia's Higher Education International Marketing Plan, representatives are meeting this week at Icelandic universities and colleges to explore possible research links and promote study opportunities in a variety of programs, including engineering, nutrition, agriculture and aquatic resources.

"Our universities and colleges are moving quickly to take advantage of the vast opportunities available through the international marketing plan," said Education and Culture Minister Robbie Harrison. "Nova Scotia's post-secondary education system is envied around the world, and this mission allows our universities to share information and explore partnerships in their unique areas of expertise."

Meetings are scheduled with representatives from post-secondary institutions throughout Iceland. The participating Nova Scotia universities are also hosting information sessions in Reykjavik to promote their programs to Icelandic students.

The Nova Scotia Agricultural College will build on its developing relationship with Hvanneyri Agricultural College in Iceland. NSAC representatives will also visit the Agricultural Research Institute in Iceland to investigate possible joint research projects and the sharing of expertise.

Dalhousie University is expanding activities already in progress in Iceland, including an established link between its law school and the faculty of law at the University of Iceland. The goals of this visit are to explore possible research opportunities, and faculty and student exchanges in graduate studies and engineering. Fisheries technology, information technology, and engineering are also areas of interests. Dalhousie is also working on the possibility of offering graduate training for occupational therapists in Iceland.

Representatives from St. Francis Xavier will share information on its Aquatic Resources Centre, which offers programs on the Atlantic fishery and coastal community development. St. FX will also determine if a market exists in Iceland for the services and training provided by the Aquatic Resources Centre.

Mount Saint Vincent University will focus efforts on promoting its programs in adult education and literacy, nutrition, tourism and hospitality management. The Mount's goal is to attract students from Iceland to these programs.

Icelandic students are already a presence on the campus of Acadia University. Acadia will recruit students at information sessions at Iceland University and at a general information session in Reykjavik. Acadia will also have a second-year student on hand to describe her experiences to prospective students.

Mr. Harrison also promoted Nova Scotia's post-secondary system in Iceland last October. During that visit the minister met with Iceland's minister of education and minister of trade and commerce, along with representatives of local universities and colleges.

A representative from the Department of Education and Culture is following up on those discussions and will meet with Iceland's minister of education to explore the development of a consortium of North Atlantic universities to offer continuing education programs onsite and through the Internet.

"Our trade links with Iceland are growing and the time is right to expand our post-secondary education and research ties as well," said Mr. Harrison.

This mission builds on the success of previous visits. In 1996, Nova Scotia universities and colleges held information sessions that attracted hundreds of Icelandic students who wanted to learn more about the opportunities and advantages of attending post-secondary school in Nova Scotia.

Signed in December 1997, the international marketing plan for Nova Scotia universities and community colleges is a $2.1-million federal-provincial program. The plan is designed to attract more international students to Nova Scotia and to generate millions in revenue through exports of post-secondary research, training and services.

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